

Hella marine Surface Strip Lamps  
**NEW** WATERPROOF SWITCH



# HELLA New Zealand **SPOTLIGHT**

Bringing you the latest information from HELLA New Zealand

ISSUE #12 2016



**SPOTLIGHT  
ON BUSINESS**

**Taupo Auto Electrical**



# RACE **READY**

International Rally of Whangarei 2016



**MAMMOET  
RALLYSPORT**  
HELLA LIGHTING  
PUT TO THE TEST IN THE  
DAKAR RALLY



Action from the  
Whangarei Rally  
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VALLEY CRATES ARE THE ONLY TRAILER MANUFACTURER BUILDING LIVESTOCK CRATES AND TRAILERS UNDER ONE ROOF.

## Unique Monocoque Trailer

Valley Crates & Engineering (VCE) in Kaikorai Valley/Dunedin have shown some interesting ingenuity in a new way of looking at an old traditional form of stock transport with their launch of an industry leading monocoque all alloy 5 Axle livestock trailer and truck crate.

Trailers traditionally feature a chassis frame with axles underneath and a deck on top. With a stock trailer, it then has a stock crate bolted to the deck. This new monocoque design does away with the chassis, and the trailer and body of the stock crate are built as one piece. The car industry has been using the monocoque concept for many years now, but it is not often seen in commercial transport.

The new monocoque has been designed by a NZ leading Transport Engineer who is widely recognised for innovative solutions and applications to the transport industry. Valley Crates interpretation of the government's new 50 ton transport ruling has maximised the cost-benefit and efficiency package for transport operators in the following areas:

The new monocoque trailer design achieves the shortest total length of truck and trailer combination with a 49 ton permit creating substantial gains in payload weight combined with RUC savings, which go straight on the bottom line for operators.

Another outstanding feature is the weight factor: This new monocoque trailer design has the lightest tare weight as a stock trailer in the market to achieve a 49 ton rating.

Last but not least: Animal welfare issues such as backrub have been significantly improved by extra gains in internal height dimensions of the animal pens and decks.

HELLA LED technology has enormous benefits for the transport industry, the most obvious being the reduction in maintenance requirements allowing transport operators to significantly reduce vehicle servicing down time. The new innovative monocoque trailer from VCE is no exception to this, and it has been fitted out as standard with durable HELLA LED lighting.

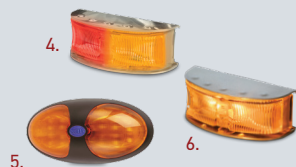
"When it came to choosing the lighting for our new trailer, we didn't want to take short cuts. - HELLA is a brand that has proven itself to be the best, over many years. We are particularly pleased with the internal LED lighting throughout, makes working the crates so much better for both animals and the operator", emphasises Morgan Campbell from VCE.

The end result allows the operator to have choice of both standard and monocoque configurations for truck and trailer crates. Valley Crates is working directly with transport operators to manufacture the right crate that best suits their priorities such as tare-initial capital cost savings-service life.

### HELLA Product Listing

	P/N	Description
1	2168-24V	LED Rear Direction Indicator Lamp
2	2318-24V	LED Stop/Tail Lamp
3	2652-24V	LED Interior/Exterior Strip Lamp
4	2058P	DuraLED® Side Marker Lamp
5	2031	DuraLED® Side Direction Indicator
6	2062	DuraLED® Front End Outline Lamp
7	2926	Reflector
8	2559	LED Number Plate Lamp
9	1547-LED	LED Work Lamp
10	2427-H	Designline LED Triple Chamber

More information about these products at [www.hella.co.nz](http://www.hella.co.nz)



If you have an interesting application using HELLA products then we would like to hear from you. Please contact Sandra Fischer with details and your story could be included in future editions of HELLA Spotlight.

[sandra.fischer@hella.co.nz](mailto:sandra.fischer@hella.co.nz)

# HELLA RETAIL PARTNERS AND CERTIFIED INSTALLERS

## Spotlight on Business

# TAUPO AUTO ELECTRICAL SERVICES

Your Auto Electrical, Audio and Security Specialists



**T**aupo Auto Electrical has been servicing the Southern Waikato region for over 40 years now. Located in the Central North Island, this long standing business sees its fair share of diverse vehicles including the many tourists in motor homes that visit Taupo's numerous popular adventure attractions year round.

Specialising in starting and charging systems including Freshwater Boating/Marine, Agricultural and Heavy Transport, Colin Patient, Jody Green and Sam Gentil never say no to any challenge they face in their busy work life. "HELLA's range of quality NZ made lighting solutions complement our business perfectly", emphasises owner Colin Patient who purchased the business in 1975. Jody has been part of the trusted Taupo Auto Electrical Team for 16 years and Sam for 10 years including his apprenticeship.

Part of Taupo Auto Electrical is also Insane Car Audio & Security. Offering an extensive range of car audio products and services including custom audio installs, GPS, reversing cameras and security systems, this makes Taupo Auto Electrical your "One Stop Shop" for everything electrical.

Taupo Auto Electrical, 20 Runanga Street, Taupo  
07 378 6160 taupo.ae@gmail.com



Jody Green and Colin Patient keeping Taupo on the move.



If you need speakers, very loud speakers, then Insane Audio & Security is the place to visit.



## HELLA Tech World

The ultimate FREE online technical  
resource for HELLA products

[www.hella.com/techworld](http://www.hella.com/techworld)





# 2016

## International Rally of Whangarei

Once a year Whangarei attracts not only tourists, but also visitors of a special kind: Motorsport fans that gather for three fast and furious days when the city hosts the International Rally of Whangarei.

This year's fan attraction was motorsport superstar Hayden Paddon, who made history in Argentina by becoming the first Kiwi to claim a World Rally Championship round victory. After signing heaps of autographs on the Te Matau ā Pohe Bridge and in the hospitality area where HELLA hosted guests, Paddon confidently took the lead in the two HELLA Superstages on Friday night. Once again the guests who had been wined and dined were also lucky enough to get up close with the drivers who took a break before and between the stages in the hospitality area.

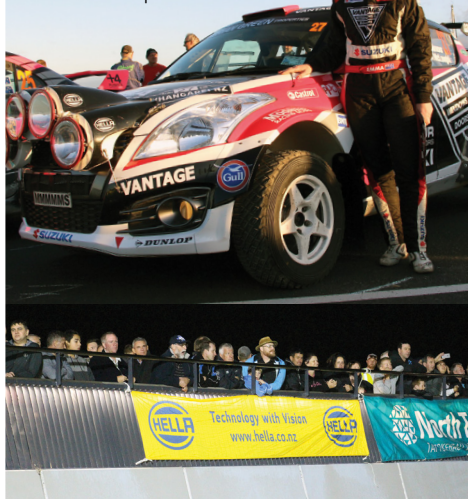


While the Saturday was filled with gravel flying action at stages around Whangarei like the HELLA Prime Spectator corner in Tapuhi, Paddon fans were left disappointed when he pulled out of the race due to technical difficulties. But the 29 year old and his co-driver John Kennard made it all up to their fans by winning all 6 stages on the Sunday, although the overall win went to Gaurav Gill from India and his Australian based co-driver Glenn Macneall.

Dunedin Rally Driver Emma Gilmour, sponsored by HELLA for many years, delivered an impressive performance that saw her taking a brilliant second overall place in her class.

Winners of the HELLA hospitality giveaway are Shaun Williamson and Steve Hawkins who are now proud owners of a HELLA Rally Jacket each. Congratulations!

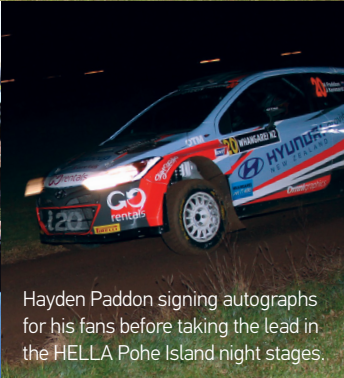
Emma Gilmour delivered an impressive performance taking second overall place in her class.



**HELLA NEW ZEALAND  
PROUDLY SUPPORTING  
NZ MOTORSPORT FOR  
OVER 30 YEARS**







Hayden Paddon signing autographs for his fans before taking the lead in the HELLA Pohe Island night stages.



Dusty conditions made for some spectacular cornering action.



Heavy braking into the HELLA corner.



The HELLA LED Driving Light Bars mounted below the windscreen proved to be the correct lighting choice for the harsh conditions.



## MAMMOET RALLY SPORT 2016

Extreme durability and outstanding performance in demanding environments – these are only some of the properties that HELLA's quality products are known for worldwide. No surprise that team Mammoet RallySport - long standing fan of HELLA products - use the powerful LED Driving Light Bar for their adventurous races. Equipped with these best-selling NZ made HELLA LED lights with outstanding light output, driver Pascal De Baar and co-drivers Martin Roesink and Wouter De Graaff delivered a great performance in their K520 Renault. After a solid and stable race and the win of the tenth stage, which is the heaviest and most difficult of the whole race, the overall 6th place is a great achievement for the Dutch team that has been sponsored by HELLA Benelux for several years.





# LATEST PRODUCT RELEASES

## ULTRA BEAM LED

The world's most popular work lamp series, the Ultra Beam, has now been expanded to include a long range and heavy duty version, plus the option of a blister display pack.

The Ultra Beam LED offers high light output in a practical design, meaning that it can be used anywhere thanks to its compact dimensions. The light output is a powerful 2,200 lumens with a power consumption of only 30W. The light is distributed by a specially developed multi-faceted reflector, thus ensuring homogeneous illumination.

The integrated electronics protect the device in the event of polarity inversion and guarantee constant brightness, even when operating with voltage fluctuations between 9 and 33 Volts.

- **2200 lumens light output**
- **Homogeneous work area illumination**
- **Power consumption of only 30W**



**P/N 1562-BL**  
Close Range  
Blister Pack

**P/N 1562-LR**  
Long Range

**P/N 1562-HD**  
Spread



**P/N 16J 958 084-001**

**New  
PRODUCT**

## LED BL350 WORK LAMP - 240V AC

**Suitable for industrial and light commercial applications**

HELLA's popular LED BL350 Work Lamp is now also available in 240V AC. This light weight, slim line lamp is available with a white or a black body and in 3 different lens options (narrow, spread, wide spread).

The waterproof, maintenance free and hermetically sealed lamp is also dimmable, either by 0-10V DC dimming control, resistance or pulse width modulation (not supplied).

The lamp features a revolutionary ceramic based, non corrosive, thermally conductive housing and a high performance impact resistance Grilamid® lens. With those properties, the work lamp is ideal for rough outdoor applications, e.g. pool areas, seaside applications, alley ways, car parks etc.

A flexible, adjustable mounting system ensures easy installation to suit a wide range of applications.

The BL350 Work Lamp 240 AC is covered by a 5 year warranty.



*Ideal for outdoor applications*

- **12 high performance LEDs**
- **Luminaire Performance\* 2200 lumens**
- **Low power consumption of 26W**
- **Thermally conductive non-metal housing**
- **Dust and waterproof**

\* Luminaire Performance refers to the real performance of the lamp, not the much higher theoretical performance of the LEDs, as is often used.

**For more information on all these new products please visit [www.hella.co.nz](http://www.hella.co.nz)**

**NOW LIVE**



## Lumion Bulb Configurator

**Quickly find the right bulb  
for your vehicle**

[www.hella.com/MicroSite/bulbs/nz/](http://www.hella.com/MicroSite/bulbs/nz/)



## HELLA at Round the Bays 2016

Once again HELLA New Zealand showed great team spirit and dedication with more than 100 staff members, their families and customers participating in Auckland's popular Round the Bays charity fun run.

The family friendly event saw people of all ages and fitness levels running, jogging, walking and strolling along the scenic 8.4 km course from Auckland's CBD along the Waitemata Harbour to the finish line in St. Heliers Bay. Meanwhile the volunteers at the HELLA tent were busy setting up and preparing for the thirsty and hungry crowd that would soon fill the BBQ sites at Madills Farm. The first HELLA employee to cross the finish line was Duncan Stirling, Marketing Manager for Hella marine, with a competitive time of 37.36 min.



## Gerry Lake celebrates 30 years with HELLA New Zealand

He still remembers office life with no computers, no internet or fax. Mobile phones were years away, mail sent to the office would take up to a week, phone calls were toll calls and the bulb was yet to be replaced by LED lights. After 30 years at HELLA New Zealand, Gerry Lake is still going strong as the Area Sales Manager for the South Island.

Starting out as an Auto Electrician, the Cantabrian took a late OE and travelled the world for 4 years. Once back in Aotearoa in 1985 a HELLA ad caught his eyes. He decided a change of career could be just what he needed and applied for the position as a HELLA Technical Sales Rep in Christchurch. Little did he know that this would be the beginning of a long and successful career at HELLA which would see him sit on many chairs over the years. After 13 years on the road visiting customers, Gerry got summoned to the Auckland headquarters to fill the position of the Marketing Manager. 5 years later he became Product Manager. But just 2 years later he left the big smoke to return to his old job in his beloved home city: "The South Island is just a better place." He is still back up in Auckland though on a regular basis to co-conduct the popular HELLA Contact Man Training Courses.

According to Gerry the most notable change throughout his 30 years is the huge quantum leap in technology. Not just in day to day life but also in the automotive lighting sector where state of the art LED's are omnipresent.

The agile 60 year old still enjoys the road trips to see his customers, many of them clients for 30 years that have become friends. Asked what he appreciates most about HELLA as a company,



Gerry explaining the process of LED manufacturing at the Contact Man Training Course factory tour.



Gerry heading up the HELLA stand in May 2000.

Gerry points out that "HELLA leads rather than follows which makes you feel proud to be working for such a well respected name".

Martin Reinbach, Managing Director of HELLA New Zealand, emphasises how amongst colleagues and customers Gerry's wisdom, experience and practicality is being held in very high esteem: "I personally have always treasured Gerry's absolute integrity and would always also take his wise council into account when contemplating a difficult decision. I thank Gerry for his loyalty to HELLA and his personal friendship for the last 30 years."



### LOW PROFILE SURFACE STRIP LAMPS

Featuring **New** Waterproof Switch

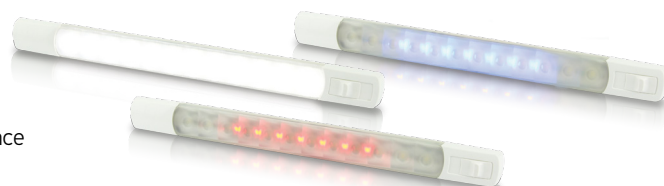


**<3W** **250 Lumens**

The new Surface Mount Strip lamps from Hella marine feature an innovative waterproof switch for reliable operation. Completely sealed, UV and corrosion resistant with an ultra-low profile design make these lamps easy to install and ideal for interior and exterior applications.

Offering exceptional light output and an ultra-low power consumption of <3W, these lamps are an ideal replacement for bulky fluorescent lighting. Producing 250 lumens (white) and offering a leading CRI rating of 80+ these LEDs will enhance the appearance of your vessel and provide bright and accurate illumination.

The sealed switch system prevents moisture and other contaminants from effecting electronics, while the low profile design offers an effortless surface mount installation almost anywhere on board.



### Free Download Guide Helps Owners Choose Best LED Lighting

With so many LED products on the market, it can be confusing and overwhelming for boat owners.

Whether thinking about which LED lamp to buy or to simply learn more about the technology in general, users can now download 10 Things to Consider When Purchasing LED Lighting from Hella marine.

The 20-page booklet offers ten factors to consider before making a purchase, ranging from light output to cost and everything in between and includes colour images, diagrams and charts to better illustrate the key points.



Free Download at  
[www.hellamarine.com/showfile.php?downloadid=888](http://www.hellamarine.com/showfile.php?downloadid=888)

### Sea Hawk-R LED Floodlights Now in New Flush Mount Design

Continuing the exceptional light output and unmatched reliability of the Sea Hawk-R LED Floodlights, the new recessed versions are ideal for vessel owners looking for a flush mounted, low profile lighting solution. The optical system illuminates a wide spread ideal for cockpits, foredecks or working areas on commercial and recreational vessels.

The Sea Hawk-R housings are 'non-metal', injection moulded from a thermally conductive ceramic polymer. This advanced material eliminates the requirement

for aluminium housings in this class of floodlight, removing potential corrosion risks associated with coated metal, therefore providing unmatched durability in the harsh marine environment.

Hella marine benchmarks such as surge and voltage protected Multivolt™ electronics, tinned marine cable, Grilamid® lens for strength and UV resistance and the 'Fit and Forget' Hella 5 Year warranty for complete peace-of-mind set the Sea Hawk series apart from the rest.



**7W**  
**550 Lumens**

